



RashtriyaSikshanaSamithi Trust

R.V. Institute of Management

CA-17, 26th Main, 36th Cross, 4th "T" Block, Jayanagar, Bangalore-560041

Case based workshop on "Customer Retention vs. Financial Implication vs. HR angle" was organized by Center for Career Development held for 3rd semester 2019-21 batch MBA students on 1st January 2021 by Mr. Ramani Venkat

Workshop for Second year MBA students (3rd semester)

Date: 1 st January 2021	Zoom Platform
Time: 9.00 am to 12.30 pm	3 rd semester MBA students
No. of Participant: 180	Event Coordinator: Prof. Payal Jindal and Prof. Uma Sharma

Objectives:

- Orient students to case study mechanism
- To prepare students to understand data interpretations and learning experience that focuses on Out of Box thinking.

Outcome of the workshop

- Describe the use of different strategy in the organization.
- Identify various sales strategies
- Identify various HR strategies
- Demonstrate competitors' effectiveness
- Each of the case was conducted in the breakout rooms (using Zoom platform)

Agenda/Flow of the Event

- Discuss the case study on sales & HR
- Explore psychological aspects of consumer experience
- Demonstrate influence on consumers

Brief Profile of the Resources Person:

- Mr. Ramani Venkat , BE in Electronics and Telecom , Masters in Marketing Management from Mumbai University.
- NLP trainer, Mentor to startups, Serial Entrepreneur, Sales and Strategic Consultant to mid –sized companies ,25 Plus years of Experience in top MNC at Senior Management Positions. His interesting areas are Mindset programming ,Art of influencing others, solutions selling and strategizing, Team Building and Bonding , Internet Marketing ,Social net working

Business Skills for MBA students:

- Discuss varied sales tools, Overviewed legal restrictions on sales Price Adjustments included: Cash discounts trade discounts Quantity discounts Seasonal discount Chain discounts, Promotional allowances.

Take away from the session

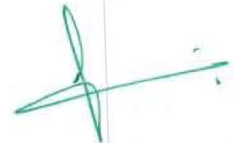
- Concept of Intelligent sales and HR mechanism, indicating that particular skill they need to acquire so that they geared up for BUSINESS LIFE.

Feedback of Students:

- All students enrolled and participated have appreciated the workshop. They wished to have more and more workshops like this to improve their sales strategies.

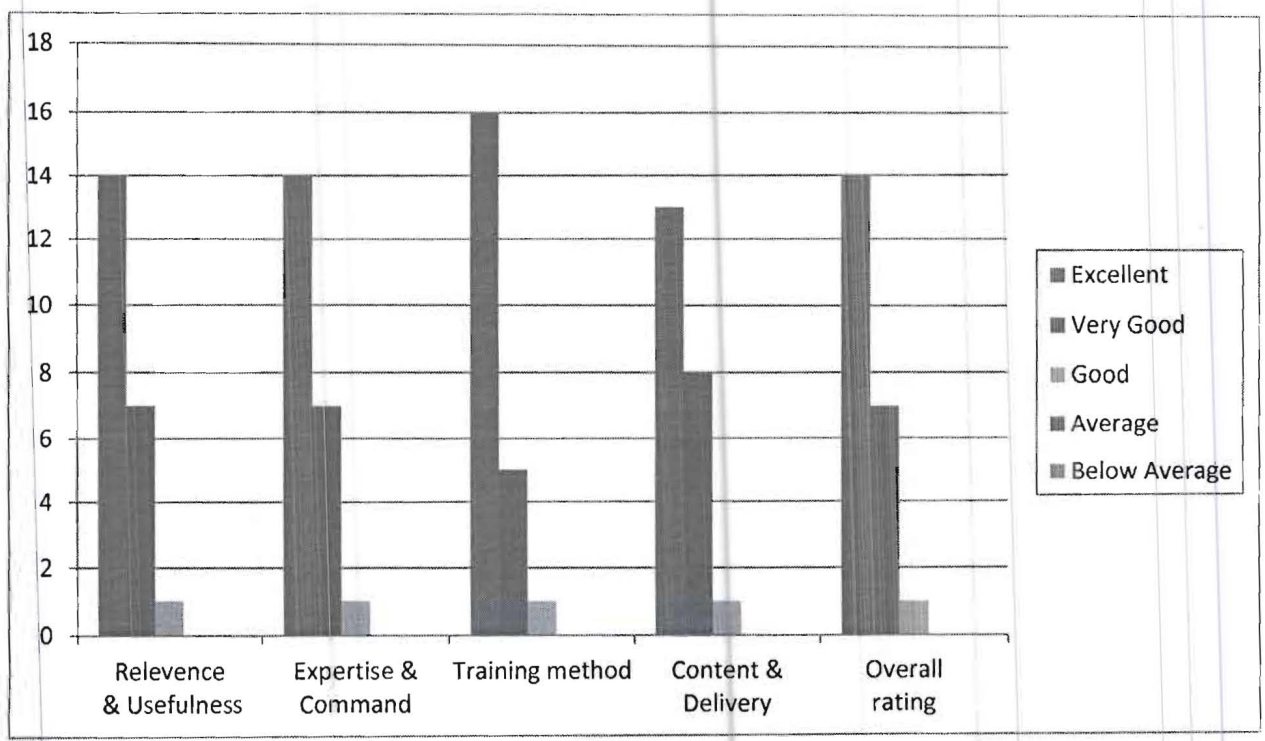
Pooja Kishor

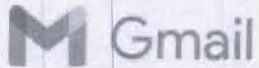
Center for Career Development



**Dr. Purushottam Bung
Director, RVIM**

Feedback analysis on Case based workshop conducted by Mr. Ramani Venkat for 3rd Semester MBA students on 1st January 2021 on the topic "Customer Retention vs. Financial Implication vs. HR angle"





recruitment rvim <recruitments.rvim@gmail.com>

Fwd: Schedule of Case Study workshop

1 message

Uma Sharma <umasharma.rvim@rvei.edu.in>

Tue, Jan 5, 2021 at 10:46 AM

To: recruitments.rvim@gmail.com

Dear Ma'am

These are the details of the workshop

----- Forwarded message -----

From: **Prof Ramani Venkat** <proframanivenkat@gmail.com>

Date: Thu, 31 Dec 2020 at 16:16

Subject: Schedule of Case Study workshop

To: Uma Sharma <umasharma.rvim@rvei.edu.in>

Dear ma'am

Some Pointers for tomorrow's Case Study workshop

- 1) Both the case study are Ideally a 1 page Caselet (But loaded with content)
- 2) Students will be shared the case as a File transfer through zoom before dividing them into break away rooms because we want the students to be able to process information as and when given to them and not have enough time to ruminate. Also as these are caselets which are independent in nature but interpretation can be drawn wrt to their Domain

Learning Outcomes expected

- 1) A realisation in students that Information is never Superficial and often deeper level of application of Knowledge the key to evaluating Pros and cons
- 2) Subject knowledge is of paramount importance in any analysis

Schedule

- 1) Importance of CAse Study based learning, Difference between Data and Information, and Sharing of cases as a file transfer
- 2) dividing into 8 or 9 break away rooms
- 3) Each room having a independent discussion on **CASE 1** for 25 to 30 minutes which includes 5 minutes to read the case
- 4) All Teams brought back to main room and a Open forum for 15 minutes
- 5) Debriefing and Different avenues that the case could have been interpreted
- 6) Process 3 4 and 5 repeated for **2nd Case**

Thanks and regards

Ramani Venkat

4)

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Thanking You
Regards
Uma Sharma
Faculty-MBA
RVIM,Bangalore



recruitment rvim <recruitments.rvim@gmail.com>

Fwd: Proposal For 3 Hours Case Study Workshop

Uma Sharma <umasharma.rvim@rvei.edu.in>
To: recruitments.rvim@gmail.com

Tue, Jan 5, 2021 at 10:47 AM

Dear Lakshmi Ma'am
please read this forward mail it has the proposal details of Case Based Workshop

----- Forwarded message -----

From: **Prof Ramani Venkat** <proframanivenkat@gmail.com>
Date: Tue, 29 Dec 2020 at 17:26
Subject: Proposal For 3 Hours Case Study Workshop
To: Uma Sharma <umasharma.rvim@rvei.edu.in>

Hi Ma'am

As Discussed, Please find attached the proposal for th3 case study workshop for your Students

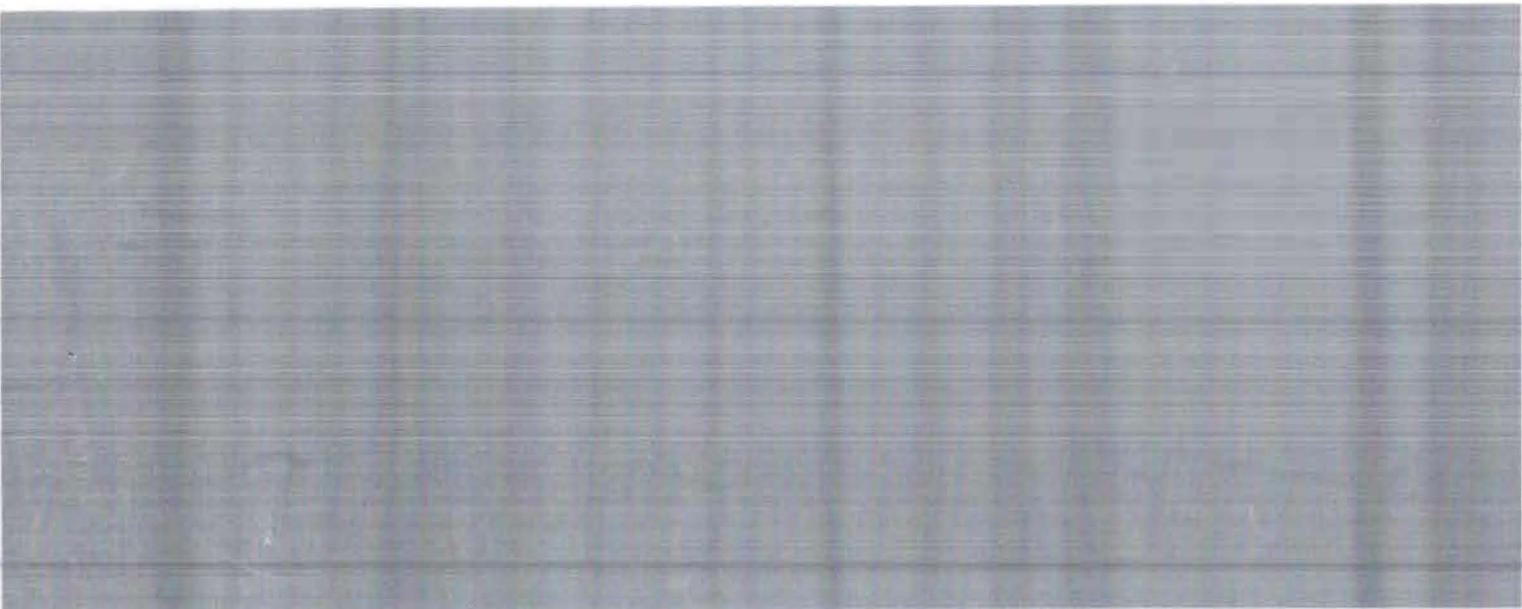
Feel free to revert to us for any clarifications

Regards

Ramani Venkat
98867 69690

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Thanking You
Regards
Uma Sharma
Faculty-MBA
RVIM,Bangalore

 **Case Study Workshop Online RVIMS.pdf**
4099K

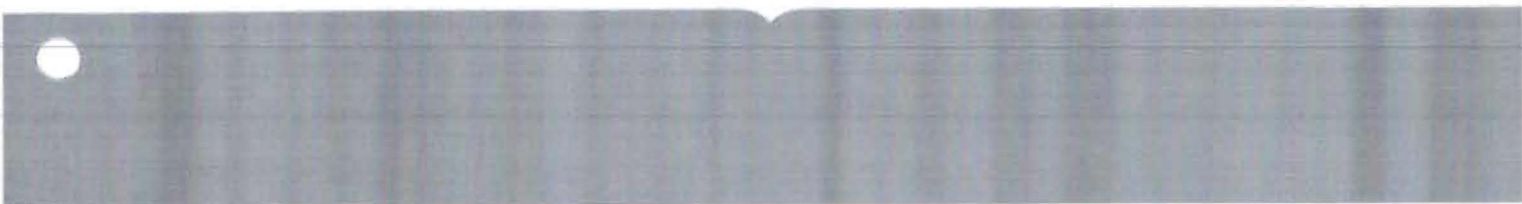


**Case Study Based Workshop
on**

- **Customer Retention vs. Financial Implication vs. The HR Angle /**
- **Emotions – The HR factor**



Proposal to:
RVIMS



Case Study Workshop

Value proposition.

Ramani Venkat comes with a rich Sales experience of around 26 years plus in various MNC like Hitachi data systems etc.in Strategic management roles and also conducted various trainings for corporate on sales as a science

The workshop will deal with Case Studies That focus on Data Interpretation and a learning experience that focuses on Out of the Box Thinking

Benefits of The training

- Students will Understand Data Interpretation
- Students understand Numbers Don't Lie
- Will Realise that Data Analysis the Key to Strategic Management

Course Overview

The training will be for 3 hours in online
The program will be delivered through a combination of Interactive Sessions and Presentations

Course Content.

- 1) Orient Students to Case Study Mechanism
- 2) 3 Cases
 - a. Customer Retention vs. Financial Implication
 - b. Emotions – The HR factor

Commercials

- Sales workshop 3 Hour Online workshop will cost **INR 3500**
Online Platform has to be taken care of by the college
- **Recording of the workshop** can be Shared on Internal Platforms but **NOT to external audience in any public portal**
- Proposal is Valid till January 15th 2021
- Payment Should be made in the name of **VEERAMANI V**

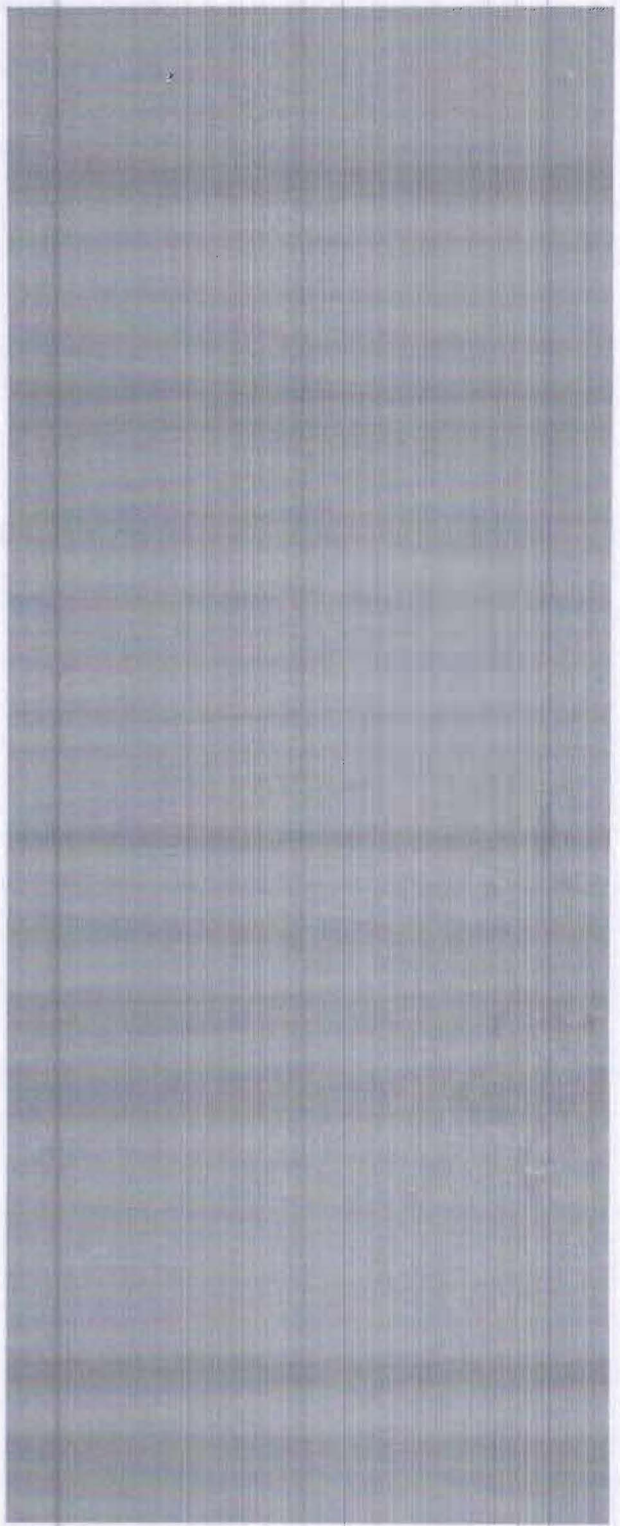
Partial List of our customers.

MBA

- IMSR Hubli
- GBS Hubli
- SDM Mangalore
- SDM Dharwad
- JSS Dharwad
- Alvas Mangalore
- Sahyadri Engineering College, Mangalore (MBA)
- JNNCE Shivmoga (MBA)
- Bapuji Instt. Of Technology, Davnagere (MBA)
- Imperial College, Bangalore
- RVIMS Bangalore
- Sridevi inst of technology, Mangalore (MBA)
- BVB Eng college of Engineering, Hubli (MBA)
- IMER, Belgaum etc

Engineering, BCA , BBA and others

- Alvas Mangalore
- Gogte Inst of Technology Belgaum
- Bagalkot engineering college, Bagalkot
- Jain College, Hubli
- PC Jabins , Hubli
- KLE's BCA Belgaum
- KCD Dharwad etc



Ramani Venkat
P 98867 69690
E profamanivenkat@gmail.com

